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		Applicant Y. Yuan	
		Filing Date July 13, 2001	Group 2161

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U.S. PATENT DOCUMENTS

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FOREIGN PATENT DOCUMENTS

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OTHER DOCUMENTS (including Author, Title, Date, Pertinent Pages, Etc.)

		Jenkins et al., "Time Series Analysis: Forecasting and Control", San Francisco, Holden-Day, Inc. (1976).	<i>No copy</i>
		W.H. Greene, "Econometric Analysis", Prentice-Hall, Inc., 1997.	<i>No copy</i>
<i>NJK</i>		Helmer et al., "An Explosion of the Box-Jenkins Transfer Function Analysis With an Application to the Advertising-Sales Relationship", Journal of Marketing Research, 227-239 (1977).	
<i>NJK</i>		Basara et al., "The Impact of a Direct-to-Consumer Prescription Medication Advertising Campaign on New Prescription Volume", Drug Information Journal, Vol. 30, 715-729 (1996).	

NY02:343009.1 Examiner

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